

Appendix II: Target Audience Attributes

These are the target audience attributes currently in CATALYST. For additional support with target audiences, please refer to the audiences technical assistance document on the CATALYST 'Contractors Resource Website':

www.doh.wa.gov/tobacco/Assessment/CATALYST/Training_Materials.htm

Tobacco Use

Current Smokeless Tobacco User

Current Smoker

Current Users Any Tobacco

Experimenting with Tobacco

Former User

Non-User

Age

Elementary School Youth

High School Youth

Middle/Junior High School Youth

Seniors

Young Adult/College

Occupation

Daycare Providers

Elementary School Staff

Employers/Management

ESD Staff

Foster Homes

Health Care providers/Organizations

High School Staff

Law Enforcement

Local Government Officials/ Policymakers

Media (Reporters, Editorial Board)

Middle/Junior High School Staff

P&I Staff

Restaurant Owner/Managers

School or District Administrators

Social Services Providers/Organizations

Tobacco Prevention Staff

Tobacco Retailer/Staff/Owner

Youth Service Providers/Organizations

Life Stage

Parents/Families

Pregnant Women

Cultural Minority

African Americans
Asian/Pacific Islanders
Hispanic/Latino Americans
Minority-serving Organizations
Native Americans
Other Race/Ethnic Minority
Russian/East European Immigrants
Sexual Minorities

Other

Advisory Board Members
Local Opinion Leaders
Restaurant Patrons
Service Clubs/Organizations
Stakeholders
Youth Leaders

Risk Factor

At-risk Socio-economic-peer Risk
Disability (Physical, Mental)
Juvenile Offender
Low Income
Offender

Venue *NEW - The Venue attribute list has replaced GENDER in CATALYST
(This is intended to capture print, radio, or other public awareness distribution points – the site of distribution is your audience. For example, doing a press release to 2 local newspapers = 2; distributing book covers to 3 high school buildings = 3)

Community Site
Newsletter
Public Policy
Retailer Establishment
School Building
School District
Special Events
TV/Radio/Newspaper
Website
Worksite